

AUDIENCE DATA TRANSFORMATION

HARTE
HANKS

CHALLENGE

Years of neglect in a large computer company's target markets resulted in stale, poor quality and unreliable data that was not fit for purpose to support the required marketing activities. A new foundation of quality data needed to be established and maintained to support effective marketing.

OUR APPROACH

Data is consistently a neglected asset. Organizations need to focus on improving quality, quantity, recency and depth of data as a priority for all marketing use cases to drive better interactions, insights and

SOLUTION

- Measure the health and quality of existing data
- Remediate existing country databases to ensure a quality foundation and enable enrichment and acquisition activities
- Utilize Analytics to drive insights and inform and prioritize enrichment and acquisition activities
- Enhance customer data and grow prospect population through enrichment and acquisition using Harte Hanks' property multi-sourced, multi-verified database – DataView™
- Maintain currency, completeness and correctness of data ongoing to ensure data is fit for purpose when needed

SERVICES

- Data audit to assess health, quality and marketability
- Data remediation and enrichment using DataView™
- Data operations and management to maintain health and marketability

DATAVIEW

250 million people
150 million U.S. households
180 million Global businesses

RESULTS

98%

Records with good address quality

20M

Duplicate contacts removed

90%

Marketable contacts

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